

Capturing the value of quality local fish  
**Think fresh. Shop smart. Fish Local**

Fish Local Kent & Essex



## Action Plan 2022

Action	Approx timescale	Output/Outcome	Responsibility	Status
Create Finding document	w/c 10th Jan	Findings document	Band Agency and TEP	Completed
Send Finding document to the working group for approval	w/c 17th Jan	Google form to collect responses	Band Agency - TEP -	Completed
Send wider feedback group finding document	w/c 24th Jan	Industry given finding document	TEP	
Species confirmation	w/c 31st Jan	Species confirmed	Band Agency - TEP	TBD
Start work on naming process	1st Feb. 6-8 weeks	Named species	Band Agency -	Preparation in progress
Start to engage tier 2 wider working group and consumers	1st Feb	Surveys and tasting events	Band Agency - TEP	Preparation in progress
Engage with schools and catering colleges	1st Feb	Tailor projects to the selected species	Band Agency - delivery	Preparation in progress
Marketing strategy production	w/c 8th Feb	Marketing Strategy ready for launch	Band Agency - delivery TEP support	

Create supporting content	Ongoing	Supporting and Capturing events	Band Agenct TEP support	ongoing
Send initial press release	w/c 1st Feb	Press release	Band Agency	In progress